

## Consultation Report 2016

The 2016 England Athletics Consultation programme concluded on Wednesday July 6<sup>th</sup>, with the final event being held in Crawley. An online survey was published on Friday 17<sup>th</sup> June and was live until Monday July 4<sup>th</sup>. The results of the online survey are below.

### 1. Key Points – Consultation Events

- Fewer consultation events were held this year, with those held focused on central venues in the South East (London), North (Manchester) and Midlands (Coventry) and on the regions that made travel to those venues difficult. The venues were London, Taunton, Coventry, Manchester and Durham. Following discussions with the National Council, an event was also added in the East Region (Bury St Edmunds) and a further event in the South East (Crawley).
- The agenda for each event consisted of updates from EA (national and local), a financial update, group discussion of how to achieve EA's strategic priorities and a preview of the London 2017 inspiration programme. The slides presented at the events are here: <http://www.englandathletics.org/about-england-athletics/england-athletics-consultation/2016-consultation>
- Overall, the number of attendees was down on previous years, with as few as four club representatives at Taunton, 10 at Crawley and 12 at Coventry. Other events were in line with previous years and London had a large turnout of approximately 50 club representatives.
- Fee increases to pay for increased funding of competition was discussed at all events and in Manchester and Durham representatives of Northern Athletics addressed the meetings to propose that registration fees be increased to allow for a bigger grant to be made to area competition providers. As with previous years, there was some support for area competition providers particularly in the north and West Midlands, but equally there were dissenting voices even in those regions, who questioned what the areas were doing to address their own finances and the lack of athlete and club engagement with their track and field competitions (particularly in the South).
- Views on the proposal were mixed, as some representatives expressed concern about the attractiveness of area track and field championships and the fact that any fee increases to fund competition had to take into account club-based road competition. There was some support for increased fees, provided that the increased income were to be spent on activities that benefitted all EA member clubs, not solely track and field. There was some support for the idea of an "innovation pot", where clubs or other affiliated bodies could bid for grants if they could demonstrate that they were promoting innovative competition formats (off track and on).
- In terms of strategic priorities, group discussions centred around predominantly strategic priorities one and two of the EA strategic plan, with widespread agreement on their importance and the need to invest in these areas, but fewer concrete suggestions. The need for EA to engage with schools via member clubs was a frequent theme.

## 2. Key Points – Consultation Survey

- A total of 2,214 respondents completed the survey. Based on this sample size we can say with 99% confidence that results are within +/- 2.8% of the recorded percentages. This is the best response rate that we have seen since we started this survey in 2013.
- Nearly two thirds of respondents spend most of their time as Athletes

Which role do you spend most time in at the moment?	
Athlete/ Runner	64.7%
Coach	12.9%
Official	7.3%
Club volunteer	7.4%
Parent of athlete	10.0%
Teacher	1.2%
Other (please specify)	2.7%

- Of those respondents that currently hold volunteer roles 25% are coaches, 20% officials and 20% committee member
- The regional breakdown of responses is aligned with the overall membership

In which region do you live?	Survey	Overall
North West	14%	13%
North East	5%	6%
Yorkshire & Humberside	11%	12%
West Midlands	9%	9%
East Midlands	10%	9%
South West	12%	11%
East	10%	10%
London	9%	10%
South East	21%	20%

- 60% of respondents have been involved in Athletics and Running for more than 6 years
- The age breakdown of responses is aligned with the overall membership

How old are you?	
0-17	10.5%
18-25	3.3%
26-34	7.0%
35-44	20.2%
45-54	27.0%
55-64	19.6%
65-74	10.2%
74+	2.1%

### Entry into the sport

- 50% of athletes entered the sport by joining a club after making the transition from being a casual runner
- 25% of athletes entered the sport by joining a club after participating in Athletics in school

## Future Services

What do you see as the main challenges facing the sport in the coming years?

Ensuring athletics/running are part of school curricula	8.0
Numbers/quality of coaches	7.7
Numbers/quality of officials	7.7
Retention of athletes	7.7
Aging volunteer population	7.5
Scarce financial resource	7.5
Increasing the number of participants in the sport	7.2
Increasing performance levels across all age groups	7.2
Competition structure/delivery (including funding)	7.1
Building and maintaining partnerships with other	7.0
Increasing capacity in clubs/numbers of club members	6.7

*Comment: This table reflects, broadly, the views expressed at consultation events. The low score of 6.7 could largely be attributed to the fact that the second part of the challenge, growing the number of club members, is not seen as a problem for most, as many clubs have waiting lists.*

## Value

Please tell us how much you value the services you have used?

The table is sorted by the areas that respondents value the most.

	Value
Area competition	8.3
Insurance	8.2
Coach education	8.2
National competition	8.1
Officials education	8.0
Athlete Registration	7.9
ESSA Schools Competitions	7.9
England teams	7.8
Coach Development programmes LCDP	7.5
Schools Competitions local	7.4
Road Race Licensing	7.4
Event Permitting	7.4
Coach development programmes NCDP	7.3

Support for clubs through local staff (CCSOs)	7.2
Welfare support	7.1
Registered Athlete Benefits (Discounts and offers from leading brands)	7.0
'Activation' – e.g. Beginner Running Group support	6.9
Facilities support	6.8
Youth athletics schemes (for U11s)	6.7
Legal advice telephone line	6.5
National support in liaising with local authorities and partners on event promotion and facilities.	6.4
Volunteer Coordination or Management Support	6.4
Teacher Training	6.2

## Ratings

On a scale of 1-10 how strongly would you recommend being a volunteer in Athletics and Running to a friend

- An average rating of 7.6 out of 10

On a scale of 1-10, how likely would you be to recommend contacting England Athletics for help or a solution to an issue they face in the sport?

- An average rating of 6.3 out of 10

On a scale of 1-10, how much do you agree with the statement: "England Athletics represents club, members and other organisations in Athletics & Running well. As an organisation they listen to all areas of the sport and their actions reflect this".

- An average rating of 6.2 out of 10

On a scale of 1-10 how satisfied you were that the response you received or action taken answered your question or request?

- An average rating of 6.6 out of 10

## Future Finance

- Over three quarters of respondents (77%) were in favour of some level of fee increase between 2017 and 2021.
- Those that have been involved in Athletics for longer than 6 years are less likely to be in favour of an increase of more than £1 per annum or without reviewing a greater increase after 2 years.

Answer Options	Overall	Less than 12 months	1-5 years	6-10 years	10+ years
One-off increase of £4 in 2017 and no further increase	17.1%	18.4%	20.7%	18.9%	14.1%
Two increases of £2 - one in 2017 and another in 2019	13.7%	16.3%	12.6%	13.6%	14.1%
A £2 increase in 2017 and 2018 followed by a review in	14.3%	14.3%	15.4%	20.7%	11.5%
An increase of £1 every year through to 2021	31.6%	26.5%	31.9%	28.4%	32.8%
Fees to remain the same for 2017/18	23.2%	24.5%	19.3%	18.3%	27.5%